MKTG8051
New Product and Service Commercialisation
Session 1, Weekday attendance, North Ryde 2020
Department of Marketing

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General Information

Unit convenor and teaching staff
Unit Coordinator
John Parker
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Contact via email
Monday 1 - 2 pm.

Credit points
10

Prerequisites
Admission to MMktg

Unit description
In dynamic business environments, where customers' needs change rapidly and competition is intense, developing and launching new products and services that create and maintain a superior market position for a firm is a key success factor. Developing and launching new products addresses the commercialisation process within firms. Despite the significant investment in screening and developing new products and services, statistics reflect continuing high new product/service failure rates worldwide. This highlights the need for managing the commercialisation process of new products and services effectively.

The focus of this unit is on developing students' knowledge of new product and service commercialisation. In this unit, students will develop skills to create new product and service concepts and analyse factors that impact commercialisation decisions and outcomes. The unit will also focus on developing students' capacity to formulate and apply commercialisation strategies for new products and/or services.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes

ULO1: Analyse and apply theories, models, and concepts underpinning new product and service commercialisation
ULO2: Critically evaluate and create new product and service opportunities, ideas, concepts and projects

ULO3: Analyse and appraise factors that impact new product and service commercialisation decisions and outcomes

ULO4: Formulate and plan effective commercialisation strategies for new products and/or services

**General Assessment Information**

Late assessment submissions must also be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participatory assignment</td>
<td>20%</td>
<td>No</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Case study</td>
<td>20%</td>
<td>No</td>
<td>Week 5</td>
</tr>
<tr>
<td>New product or service (i.e. innovation) recorded pitch presentation</td>
<td>20%</td>
<td>No</td>
<td>Week 9</td>
</tr>
<tr>
<td>New product or service commercialisation project</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
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**Participatory assignment**

Assessment Type 1: Participatory task
Indicative Time on Task 2: 8 hours
Due: Ongoing
Weighting: 20%

In-class activities allows students to engage in discussions and share their thoughts, helps them articulate and communicate their point of view, and develop not only their own knowledge, but also assist their classmates to gain a better understanding of the topic. The activities focus on discussions questions, mini-case analysis, critical thinking and problem-solving activities.

Length – ongoing
On successful completion you will be able to:

- Analyse and apply theories, models, and concepts underpinning new product and service commercialisation
- Analyse and appraise factors that impact new product and service commercialisation decisions and outcomes
- Formulate and plan effective commercialisation strategies for new products and/or services

Case study
Assessment Type 1: Case study/analysis
Indicative Time on Task 2: 20 hours
Due: Week 5
Weighting: 20%

The case study analysis report will evaluate students’ aptitude to analyse a case in new product and service commercialisation, marshal their thoughts and ideas and communicate them via a written document. The aim of case study analysis is to apply relevant theories, models, and concepts to answer the case questions.

1500 words

On successful completion you will be able to:

- Analyse and apply theories, models, and concepts underpinning new product and service commercialisation
- Critically evaluate and create new product and service opportunities, ideas, concepts and projects

New product or service (i.e. innovation) recorded pitch presentation
Assessment Type 1: Presentation
Indicative Time on Task 2: 18 hours
Due: Week 9
Weighting: 20%

This assessment will assess students’ aptitude to formulate and design a feasible innovative product and service concept.

This assessment focuses on students’ capability to communicate their new product/service idea and defend it verbally with the support of visual aids. A scenario will be placed on iLearn. Students will follow the scenario.

15 minutes

On successful completion you will be able to:
• Analyse and apply theories, models, and concepts underpinning new product and service commercialisation
• Critically evaluate and create new product and service opportunities, ideas, concepts and projects
• Analyse and appraise factors that impact new product and service commercialisation decisions and outcomes
• Formulate and plan effective commercialisation strategies for new products and/or services

New product or service commercialisation project

Assessment Type ¹: Project
Indicative Time on Task ²: 26 hours
Due: Week 13
Weighting: 40%

This assessment is linked with presentation assessment. It assesses students’ skills to build on reliable technical and market-related data and facts, and communicate their new product/service concept in the form of a formal business report. The new product /service commercialisation project focuses on providing students with experience in the new product/service commercialisation process. The project focuses on market/industry analysis, concept generation, design, prototyping, testing, and marketing for the new product or service. Based on their market/industry analysis and opportunity evaluations, students are required to develop a product/service concept and propose commercialisation strategies for their product/service.

2500 words

On successful completion you will be able to:
• Analyse and apply theories, models, and concepts underpinning new product and service commercialisation
• Analyse and appraise factors that impact new product and service commercialisation decisions and outcomes
• Formulate and plan effective commercialisation strategies for new products and/or services

¹ If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation
Delivery and Resources

3 Hour workshop delivered on a weekly basis

Prescribed Textbook:

Recommended Textbooks:


Recommended Readings:


Damanpour, F. and Aravind, D., 2012. Managerial innovation: Conceptions, processes and


**Recommended Journals (Further Reading):**

- Journal of Product Innovation Management
- Technovation
- Journal of Operations Management
- Journal Service Research
- Journal of Marketing
- R&D Management
- Industrial Marketing Management
- European Journal of Marketing
- Journal of Business Research
- Research Policy
- Journal of the Academy of Marketing Science
- Strategic Management Journal
- Marketing letters
- Academy of Management

**Unit Schedule**

Please refer to iLearn

**Policies and Procedures**

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
Special Consideration Policy (Note: The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Enquiry Service

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

Equity Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.
IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.